



FOR sixty years the southeast corner of Seventh and D streets has been the Furniture selling center of this city.

Twelve years ago the Hub Furniture Company, with four salesmen, succeeded Mr. Wash B. Williams, the founder of the Furniture Business at this location.

A dozen years of *modern methods* based on modern thought and progress have resulted in the present business and establishment of the Greater Hub Furniture Company—the *largest* and most *completely* equipped *exclusively* Homefurnishing concern in this section of the country.

It is truthfully stated that this is *the store that bargains built*. From the very start The Hub was determined to reduce the cost of Furnishing a home with attractive and dependable necessities and luxuries to a minimum. Buying arrangements were consummated with foremost manufacturers everywhere to get the best and newest goods at the lowest factory cost, and these arrangements have been bettered from year to year to keep pace with a growing business. This buying power, now measured by *car-load lots* and *entire factory outputs*, is the power behind the Underselling Prices that are continually winning more friends and greater fame for The Hub.

Time and again The Hub has put the necessities and luxuries for the home within the means of everybody by *originating* and *maintaining underselling values* that have *revolutionized* furniture selling to the *profit of purchasers* and to the betterment of home life among all classes of home-making, home-loving citizens of Washington.

The steady and substantial growth of The Hub and its present commodious and completely equipped establishment speak well for the favor with which such efforts have been received.

However, what "has been" is ancient history now. It's today and tomorrow—the present and future that are really worth while.

With the proper facilities now at our command we will give you daily demonstrations that we are the *real originators* and the *undisputed leaders* in selling high-grade, guaranteed Furniture (*and nothing but Furniture*) at genuine *money-saving Underselling prices*.

WE are dedicating our business success to you. The more Furniture we sell the less we will have to charge for it, because increased buying means decreased cost, *permitting still greater underselling*. So whenever you buy anything here you are paying the way for still greater money-saving opportunities in the future.

And here's a fact we wish to fix firmly in your mind—while we are steadily lowering prices on guaranteed Furniture we are just as *surely and steadily raising* the standard of quality—giving you better goods all the time for less money. That's our idea of progress—serving our customers *squarely and satisfactorily* always.

In modern business perhaps the most effective single agent to success is liberal Credit. The success and happiness of every individual can be materially enhanced by the same means. So in framing our *Liberal Credit Plan* we have carefully considered the needs of the individual—the ambitions of every man or woman who seeks to enjoy the comfort and luxury of a home in keeping with the customs of the age. When you *use your credit* in making purchases here you use a privilege that is *yours by right*—made right by the unwritten laws that govern success and comfort and happiness. And when you *use your credit* here to provide the comforts of home the goods you get belong to you, and in the event of death *no claim will be made for any balance* that may still be due. That's home insurance worth while—insurance worth considering.

Our quest for your patronage does not stop with offering the best Furniture for the least money. No, indeed! We go a long step further and *share our profit* with you by giving valuable and useful *premiums* when your purchases reach certain proportions. Besides the 31-piece Dinner Set given with cash or credit purchases amounting to \$25.00, and the 26-piece Silver Service with \$50.00 purchases, there are many *other desirable premiums* that we shall be glad to tell you about.

All that has been said should convince you that this is your store—the store that is steadily succeeding in *catering to your best interests* where those interests make for better homes. It is a store where you can provide your Furniture needs with pleasure and profit. There are *no formalities—no restrictions—no distractions*. Nothing but Furnishings for the home, with an accompaniment of *guaranteed service and satisfaction*. You owe it to yourself to make this store your Furniture-buying headquarters. *So be it.*

YOU'RE invited to the "Opening"

of The Greater Hub tomorrow. On page 11 of this section there's an *invitation* addressed to you and a word about the beautiful *FREE OPENING SOUVENIR*

THE STORE THAT SAVES YOU MONEY
THE GREATER HUB FURNITURE CO.
 7th AND D STS. N.W.

TURN back to pages 12 and 13 and see our big double truck of *Opening Souvenir Furniture Values* that will add to the *Underselling Fame* of The Greater Hub. You will be interested.